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TO: ALL U.S., THIRD COUNTRY NATIONAL (TCN) RESIDENTS OF
MADAGASCAR

SUBJECT: COMMUNICATION SPECIALIST, RESIDENT HIRE, GS-12
EQUIVALENT, POSITION AVAILABLE IN USAID/MADAGASCAR

METHOD OF EMPLOYMENT: US/TCN PERSONAL SERVICES CONTRACT

The USAID Mission in Madagascar is soliciting expressions of interest from qualified individual to serve under a resident hire one (1) year Personal Services Contract (PSC), as a Communication Specialist in the Program Development and Assessment Office (PDA) Office. The contract is for an initial period of one(1) year, with an option to extend for a maximum of 1 (1) year, to a total of two (2) years, subject to renewal based on annual performance review, continuing need for the contractor's services, and availability of funds.

HOURS OF WORK: Eight (8) hours/day, five days per week, one year renewable PSC.

I. BACKGROUND

The United States Agency for International Development Mission to Madagascar, USAID/Madagascar, with an annual program budget of approximately \$39 million, includes program objectives in environment/rural development, health, and democracy/governance.

The Communications Specialist is responsible for coordinating production of communications about program progress and successes are produced regularly and conform to USAID guidelines for style, format, and content. S/he works with staff on quality control of written communications and on improving skills for effective communications, especially writing. The Communications Specialist assists the Mission in establishing and maintaining standards for English language skills which in turn enables staff to communicate effectively to a broad audience in various communication formats such as e-mails, memoranda, business letters, reports, speeches, webpage narrative, and press communiqués. The Communications Specialist coaches staff to establish and accomplish learning objectives. S/he also assists the Mission to comply with communications standards and recommended best practices established by the US Department of State and the USAID Bureau for Legislative and Public Affairs.

The Communication Specialist reports to the Supervisory Project Development Officer and collaborates closely with Mission staff and implementing partners. S/he also collaborates with the U.S. Embassy Public Affairs Officer (PAO) to ensure that USAID complies with State Department guidance on communications. S/he serves as principal liaison with the USAID Bureau for Legislative and Public Affairs in Washington, D.C.

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II. TASK:

Under the direct supervision of USAID/Madagascar's Supervisory Project Development Officer, the Communication Specialist will be responsible for the implementation of a development communications strategy for the USAID/Madagascar program which complies with USAID norms and standards for style and content. The incumbent will manage contracts for communications or language services as needed and will also coach staff in written and oral communications skills in English.

Responsibilities will include the following tasks:

A. Lead Mission staff to formulate and implement out a development outreach and communications strategy to inform key audiences about the USAID program in Madagascar. Work with USAID staff and partners as needed to ensure that messages are well targeted, coherent and consistent.

1. Serve as Mission expert and focal point on USAID guidance and requirements related to development outreach and communications. Stay informed of guidance issued by the Bureau of Legislative and Public Affairs and keeps USAID staff and partners informed of communication policies.
2. With input from Mission staff, develop and implements a communications strategy that promotes a better understanding of and support for USAID programs to various audiences. Explore, recommend, and apply a variety of formats for promoting Mission programs and activities. Identify communications strategies for key audiences. Develop an annual workplan and ensure that roles/responsibilities are understood and executed as planned. Conduct periodic reviews and update with input from supervisor and other Mission staff. Participate in field trips to visit USAID activities. Monitor reports in local media concerning USAID programs. Work with staff of USAID partners to ensure that guidelines on USAID communications are understood.
3. Coordinate the production of communications materials about the USAID program. This includes reviewing and commenting on speeches, webpage narrative, press communiqués, and briefing materials which are produced in draft by program staff. Coordinate periodic Mission-wide reviews of the website and ensure that content is updated as scheduled. Collaborate with staff to maintain the Mission website. With input from Mission staff, prepare and update at least semi-annually a standard information package on the USAID program in for briefings and for distribution to the public and the media. Ensure that clearance is obtained clearance from the Public Affairs Officer for speeches, press communiqués and briefing materials as necessary.

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4. Establish a network of key development outreach and communications contacts. Work closely with the Public Affairs Officer of the US Embassy to organize and coordinate public events such as project inaugurations, signing ceremonies, and partner meetings. Facilitate contacts among members of the local media and USAID implementers to encourage press coverage of USAID programs. Maintain contacts with staff in USAID/Washington, including backstops for the communications and outreach function in the Bureau of Legislative and Public Affairs and the Africa Bureau.
5. Assist USAID/Madagascar in planning and execution of site visits for high-level visitors such as members of Congress and/or their staff.
6. Share responsibility with the Office of Procurement for ensuring compliance with USAID guidelines on branding and marking of events, services, and products.

B. Provide quality control for Mission communications and works with Mission staff to improve English skills, especially writing.

1. Serve as Mission editor for communications materials. Proof read and edit key documents such as annual reports, written copy for the USAID/Madagascar website, country profiles, speeches, and other briefing materials. Work with staff to ensure that documents meet USAID style requirements and conform to recommended best practices. Review and provide clearance on key reporting and briefing documents.
2. Work with Mission staff to build skills in written communications. Establish an in-house coaching and training program to improve skills in written communications in various formats addressed to a wide variety of audiences. Review documents in progress and work with staff members to introduce appropriate edits. Coaching may include a combination of group sessions and individual coaching. Ensure that goals for improving skills are appropriately tailored to requirements for individual positions.
3. Work with staff to establish learning goals using the on-line English software program, Global English. Work with employees and supervisors to monitor progress.
4. Establish guidelines and procedures to screen applicants for English language skills.
5. Develop and execute an annual workplan for staff development. Conduct quarterly reviews of the workplan and updates with input from supervisor and other Mission staff.

C. Provide other program support

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1. Stay informed about new initiatives in the field of communications for development
2. Participate in program planning and design of activities, especially when these entail a communications component. Read and provide feedback on activity planning and design documents.
3. Coordinate with USAID staff as needed for language, media, and communications services such as graphic design, website maintenance, filming, or photography. This may include conducting research, writing specifications for statements of work, developing evaluation criteria, and managing contracts.
4. Perform other tasks within the Office of Program Coordination as assigned by the Program Officer.
5. Ensure activities or actions for which s/he is primarily responsible are properly documented and files are maintained according to USAID standards.

III. REQUIRED QUALIFICATIONS AND EXPERIENCE

In order to accomplish this objective, the Communication specialist should have the following qualifications and experience:

A. Education

Minimum requirement is completion of an undergraduate university degree (bachelors degree or equivalent), preferably in an area relevant for international development programs. A master's degree is highly desirable. Training or certification in English as a second language is also highly desirable.

B. Prior Work Experience

A minimum of three years proven relevant experience is required. This includes experience in preparing communications geared toward a variety of target audiences as well as experience teaching or training in a professional setting. Candidates must be familiar with or have professional experience in a developing country. Previous experience must demonstrate ability to function at a fully successful level within 12 months.

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C. Language Proficiency

Level V Fluency in English is required. At this level, which is a US government standard for language proficiency, a person has complete native fluency in English.

Level II fluency in French is required. At Level 2, which is a US government standard for language proficiency, a person has limited working proficiency and can satisfy routine social demands and limited work requirements. S/he may need help with difficulties but can understand the gist of and participate in most conversations on non-technical subjects. Ability to read newspapers, routine correspondence and partner reports is required. Fluency beyond Level II in French and ability to write in French is desirable.

D. Abilities and skills

Must have demonstrated, relevant creative, analytical and oral/written presentation skills. This includes the ability to craft information targeted for a variety of audiences in various media formats, such as press releases, websites, feature articles, reports or briefing papers. Must have basic analytical skills to assess language skills and assist staff in developing and accomplishing appropriate learning goals, to analyze policies and guidelines and be able to take or recommend appropriate actions. Must have demonstrated ability to manage complex tasks, juggle multiple priorities, meet deadlines and deliver products that meet professional standards. Must have demonstrated strong interpersonal skills, including an ability to build a network of professional contacts, work collaboratively with junior and senior colleagues on complex tasks in a multicultural setting and provide leadership in areas of competence. Knowledge of the development context within Madagascar is highly desirable.

Must have good computer skills. Experience using Microsoft Office programs including Word, Excel and Outlook is highly desirable. Must be able to conduct research on the internet.

IV. ROLES AND RESPONSIBILITIES

The position is located in the Program Development and Assessment Office (PDA) at USAID/Madagascar, and is graded as a GS-12 position. The Communication Specialist is supervised by and reports directly to the USAID/Madagascar Supervisory Project Development Officer.

V. LOGISTICS

Administrative support to include the provision of office space and equipment will be provided by USAID/Madagascar.

VI. LEVEL OF EFFORT

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The Communication Specialist contractor shall work full time (a minimum of 40 hours per week, Monday through Friday) for a period of twelve (12) months. The one year period will begin o/a June 22, 2008, and end o/a June 21, 2009. The contract may be extended beyond one year up to a total of two years, subject to annual performance review, continuing need of the services and availability of funds.

VII. ADDITIONAL REQUIREMENTS

USAID/Madagascar expects to award a Personal Services Contract for 1 year o/a June 22, 2008. The selected individual must obtain medical and security clearances before starting work. The position has been classified equivalent to a U.S. Government GS-12 grade. The actual salary of the successful candidate will be negotiated based on previous work experience and salary history. In case candidate does not meet the full requirements for the position, he/she will be hired at a Trainee level GS-11 for the first year of his/her employment which is considered as a probationary period. After one year of service, and if the evaluation of performance is considered as satisfactory or better, candidate will be automatically promoted to GS-12, the grade of the position.

DEADLINE: Submit a completed OF-612 (available at USAID/Reception), a CV, an application letter, and copies of pertinent certificates by **04:00 pm, Thursday, May 15, 2008** to USAID/Madagascar EXO/HR, Tour Zital, 6th Floor, Ankorondrano, 101 Antananarivo, Madagascar. Please mark the envelope with **PERNOT 2008-08**.

Applications must be received at USAID Office by the above deadline to be considered.